

requirements of the design scheme at the evaluation points in the corresponding design stage are met, help the designer to analyze and evaluate, and is of great help to the selection of the design scheme. (2) The content model of design evaluation combines the steps of project quality management and the content of industrial design evaluation, and gives the content model of design evaluation. This model lists every detail and key points in the process of product design evaluation. This model can be directly used when evaluating a design scheme. The evaluator can clearly understand whether the requirements of the evaluation points of the design scheme in the corresponding design stage are met, so as to help the designer make judgment and decision. (3) The satisfaction model evaluation of design evaluation should not only evaluate the design process and content, but also evaluate the psychological and physiological aspects of users according to the shape, color, texture and other elements of the product, and give the satisfaction model. Combined with the content of customer satisfaction, this model evaluates the product satisfaction from low to high to three satisfaction levels. Among them, the contents at the basic level and demand level need to be focused. The excitement level is based on the customer's potential goal, which the customer may not notice, but once this goal is achieved, the customer will be very satisfied and the design will achieve excellent results.

**Conclusions:** The selection of evaluation method is an important factor affecting the evaluation decision-making. The selection and evaluation of industrial design scheme involves multiple evaluation factors and evaluation criteria. Therefore, the reasonable selection of evaluation method will directly affect the order of evaluation results and the decision-making of product development team. At present, many domestic design companies mostly rely on experience to choose design schemes, and the products themselves are mostly copied or imitated, which show the lack of current domestic design ability. Using the knowledge of project quality management, industrial design knowledge and customer demand psychology, starting with design evaluation and taking customers as the center, this paper constructs the process model, content model and satisfaction model of design evaluation, and forms a complete product design evaluation system to make the evaluation system and content of industrial design product development clearer, The evaluation work is simple and easy to improve the pertinence and accuracy of the evaluation. It helps the designer to make a systematic analysis of the evaluation process, evaluation content and customer satisfaction of the design object, provides a more objective basis for the designer to select the product design scheme in the product development and design, and is helpful to understand the design, grasp the design, promote the design and improve the design idea and level.

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## PSYCHOLOGICAL STRATEGIES FOR THE DEVELOPMENT OF REGIONAL CULTURAL TOURISM PRODUCTS BASED ON TOURISTS' PSYCHOLOGY

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**Background:** With the development of social economy and the improvement of people's quality of life, regional cultural tourism has gradually realized brand development. China itself belongs to a country with a long history and cultural tradition and has unique advantages in tourism. Most regions have distinctive regional cultural characteristics, which makes significant contributions to promoting the inheritance of history and culture and local tourism economy. Tourism products are an important aspect derived from the tourism industry. The publicity and sales of tourism products will not only help to increase the added value of the local tourism industry, but also help to spread the regional cultural characteristics. How to embody the regional cultural characteristics in the design of tourism products, make tourism products more local characteristics and show the regional cultural brand is a problem that product designers must think deeply. It is of great significance for the development of regional cultural tourism products to deeply analyze the psychological needs of tourists faced by regional cultural tourism and obtain the corresponding psychological strategies combined with the psychological needs of tourists.

Regional cultural tourism is the product of the organic combination of the core of regional culture and tourism forms. With the improvement of people's branding requirements for tourism quality, people's psychological needs in the process of regional cultural tourism are increasingly diversified, mainly reflected in the psychology of seeking truth, novelty, strangeness, beauty, profit and convenience, analyzing these psychological needs of tourists will help to provide them with more accurate services, and provide psychological basis and reference for the brand development of regional cultural tourism. Shu-Hsien Chang,

Explore the psychological process between culture and tourism. The data analysis shows that tourism is affected by the supply side and demand side of the destination, including tourists' diet, ecotourism activities and emotional motivation. By emphasizing the need to pay close attention to tourism psychology, especially in the natural and ecological environment, taking tourism as the marketing strategy for the development of cultural tourism products has made an important contribution to the management. Martin, Jin, Trang investigates the emotion and choice of tourists' psychological rights to different tourism products with cultural distance. Qualified tourists respond more negatively to the hotel environment with high cultural distance. It is mainly caused by tourist stimulation. On the basis of clarifying how rights regulate cultural distance effects, we can better reveal tourists' stimulation as a mechanism to explain these effects, and show how psychological rights affect tourists' response to hotel environment when visiting foreign destinations.

**Objective:** Analyzing the psychological characteristics of tourists in the process of regional cultural tourism has important support for exploring the direction of tourists' psychological needs faced by regional cultural tourism.

**Subjects and methods:** As to obtain strategies to meet tourists' psychology from the aspects of tourists' realistic psychology and convenience psychology. According to the realistic psychology of tourists in the process of regional cultural tourism, make tourism products closely focus on the goal of value as much as possible. Culture belongs to the soul and core concern of tourism activities. On the one hand, it shows that the first culture should not only have a long history and rich connotation, but also include its historical value, social value, artistic value and economic value, educational value, etc., so that tourists can obtain more knowledge content and improve their aesthetic ability after tourism. There are many factors affecting tourists' mood. Aspects, including whether the journey is smooth, whether the tour guide service is good or bad, whether the tourism environmental health status, whether the accommodation arrangement is reasonable, etc., will affect the satisfaction of tourists. Therefore, when it is necessary to develop tourism products, we should pay attention to providing tourists with all-round and thoughtful services.

To meet the convenience seeking psychology of tourists, we should pay attention to the ideas of tourists, effectively realize the scientific management of tourists, provide accurate services for tourists, and provide the best services for tourists all the time, to make tourists feel smooth and satisfied, and this pleasure and satisfaction is likely to be transformed into tourists' psychological identity and word-of-mouth publicity. Realistic psychology is people's psychology of pursuing practicality, function, and utility. In the process of regional cultural tourism, pharmacist Hu will feel more worthwhile during or after tourism, which will be satisfied both in material and spiritual aspects. When people travel, they will inquire and collect information about tourism destinations, and they will be full of expectations for tourism products. However, when tourists arrive at their destination on schedule, they begin to understand the beauty in their hearts and. If they are consistent or even exceed expectations, they will be satisfied, and their realistic psychology will be satisfied. On the contrary, they will be disappointed and regret.

**Results:** Helpful to provide more accurate services for tourists, it also provides an important basis and theoretical reference for the development of regional cultural tourism products. Convenience seeking psychology is people's psychology focusing on convenience and speed. Such tourists have a strong sense of time and pay attention to efficiency. This aspect is usually reflected in the process of regional cultural tourism, which is reflected in that tourists pay more attention to those convenient, reasonable, and more efficient tourism routes and projects. If they are not for the purpose of research, they will prefer convenient and fast tourism products.

**Conclusions:** When developing the tourism industry, it is necessary to deeply analyze the psychological needs of tourists and their causes in the process of regional cultural tourism, to effectively put forward the corresponding psychological strategies from the aspects of tourists' realistic psychology and convenience psychology, which is of great significance to the brand development of regional cultural tourism. With the continuous improvement of people's quality of life, regional cultural tourism has developed towards high-end and branding. This paper analyzes the tourists' psychology in the process of regional cultural tourism, and discusses the difficulties and reasons of tourists' psychological needs faced by regional cultural tourism, so as to start from the tourists' realistic psychology, novelty psychology, strange psychology, beauty psychology, profit psychology and convenience psychology, Putting forward corresponding psychological strategies will help to provide more accurate services, and provide psychological basis and theoretical reference for the brand development of regional cultural tourism.

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## DEVELOPMENT COUNTERMEASURES OF INTERNATIONAL E-COMMERCE BASED ON NETWORK CONSUMPTION PSYCHOLOGY

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**Background:** Consumer psychology is an objective social phenomenon. It is in the whole consumption process, that is, determining the shopping intention, shopping method, understanding the properties of various specifications and performance of purchased products, selecting the purchase brand and merchant, price negotiation, commodity quality evaluation, brand after-sales service quality evaluation. The comprehensive results of various psychological activities in the process of business service quality evaluation. Consumer psychology directly determines consumers' consumption behavior and the success or failure of commodity trading process. Therefore, both consumers and enterprises can only deeply understand and analyze consumers' consumption psychology in the process of online shopping and explore the internal regularity and inevitability factors, so that consumers can buy satisfactory goods, and enterprises can carry out targeted marketing activities and achieve success. Therefore, to explore the psychological characteristics of consumers' online shopping and the network marketing countermeasures of enterprises has positive promoting significance and important practical significance for enterprises to seize market opportunities, capture market opportunities and meet the challenges of the network era.

**Objective:** Nowadays, enterprises are facing unprecedented market competition, and products are in short supply. The seller's market will gradually become history, and the buyer's market dominated by consumers has come. In the buyer's market, consumers will face a wider range of goods and their brand choices. This change makes the shopping psychology of contemporary consumers present a new trend and characteristics compared with the past.

First, consumption initiative is enhanced. The enhancement of consumption initiative comes from the increase of uncertainty in modern society and human pursuit desire for psychological stability and balance. Under the trend of increasingly fine division and specialization of social division of labor, consumers' sense of risk of purchase increases with the increase of choice, and they are tired and distrustful of one-way "spoon feeding" marketing communication. In the purchase of many daily necessities, organizations should allocate resources around brands, so as to stand out in the complex market and defeat competitors. Brand evergreen is not the goal of the marketing department, but the goal of the whole organization and the whole enterprise. No matter whether the brand management is in the charge of the brand manager or not, there is no doubt that the brand management should be promoted to the height of organizational strategy. Therefore, only relying on one department cannot complete this responsibility, which requires the unified coordination and planning of senior managers. Once the core value of the brand is established, it should be maintained for a long time and should not change frequently. Usually, the core value of the brand should not be changed. This is because if the core value of the brand is changed, a series of activities such as brand positioning and brand communication will follow. In this way, the existing brand image in the minds of consumers is easy to be blurred. More extreme, once the new core value and the old value. In a sudden, consumers will be at a loss. With the further development of the market economy and the gradual strengthening of the degree of openness, China's national brands will face the competition of international brands to a greater extent. While strengthening the enterprise's own strength and improving the management level, the brand construction is also a long-term process, which cannot be achieved overnight. We should look at it from a long-term perspective. Especially in the purchase of some large durable consumer goods (such as refrigerators, air conditioners and computers), consumers will take the initiative to obtain, analyze and compare the information related to the goods through various possible channels. These analyses may not be sufficient and accurate, but consumers can obtain a psychological balance to reduce the risk or the possibility of regret after purchase, increase trust in products and strive for psychological satisfaction. Second, price is still an important factor affecting consumer psychology. In order to avoid vicious price cutting competition, although a considerable number of enterprises have taken various measures to weaken consumers' sensitivity to price, but price always has an important impact on consumer psychology. For example, in the price reduction war of microwave ovens in recent years, although Galan, as a market leader, has the advantages in technology, quality and service, it was finally forced to announce its return to the price reduction competition and fight for market share. This shows that even in the face of contemporary